

TIPS TO IMPROVE YOUR CHANCES OF BEING PUBLISHED

Success in publishing is increasingly the basis upon which grants are awarded, promotions decided, and limited resources allocated. No journal is obliged to accept anyone's work, however, and even great science alone does not guarantee publication. We at English Editorial Services have a few pointers that may help you improve your publishing success.

A strategy for successful publishing begins with the science itself. Research studies should be original and interesting. If a study will not produce valuable findings, there is little point in undertaking the research! The target journal should be chosen early and carefully. Everyone wants to publish in a high impact factor journal, but that is not the only consideration. Aim too high, and you waste time that could have been spent getting into a more appropriate journal. Aim too low, because a journal is easy to get into, and you underrate your work. If you target the wrong journal altogether (and reach the wrong audience), then you waste your time and your valuable research findings.

Your article must be written to meet the target journal's Instructions for Authors. Most journals will immediately reject any article that substantially differs from its standards in, for example, content, layout, length, or standard of English. High-quality journals will only consider high-quality articles. The paper must be well organised, concise, logical, focused and edited to a high standard. While technical language may be unavoidable, it should not be used unnecessarily. Avoid complex writing. Two or three short sentences are generally preferable to a long and complicated one.

Finally, the quality of English must be of a high standard. Few journal editors will spend time rewriting poor English. Every non-native speaker of English should

have his or her article professionally edited before submission. It is wise to budget adequate funds for editing when making grant applications. Also, be aware that "native English speaker" does not always mean "professional editor". Editing by an unskilled person can easily make your text poorer rather than better.

Having one's work criticised is fundamental to the scientific method. Ask colleagues to review your study design and the first and final drafts of the article before it is submitted – and be ready to review their work in return.

Once accepted, an article will almost always require some revision. Remember that reviewers want the paper published, too. Their advice is intended to improve the paper. Always respond to reviewers' comments positively, thoroughly and politely. Should your paper not be accepted by the journal, do not despair. This happens to even the best of scientists. Be objective and learn from any advice given. After addressing any weaknesses pointed out by the reviewers, the paper can be reformatted and perhaps submitted to another journal.

English Editorial Services' qualified editors help authors over the hurdles they sometimes face in the competitive area of scientific publishing. For more advice, please see the Downloads section of our website at www.englisheditorialservices.com or contact our customer care specialist, Regina Kirkingova, at Regina@englisheditorialservices.com or +420 545 212 872.

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